



# Event Planning Guide

## City of Goodyear

Neighborhood Services

[www.goodyearaz.gov/gain](http://www.goodyearaz.gov/gain)

623-882-7801





***Celebrate crime prevention through community involvement.***

G.A.I.N., Getting Arizona Involved in Neighborhoods, is a statewide day of celebration for the success of crime prevention through community involvement. Goodyear neighborhoods are encouraged to celebrate by planning their own community event on the first Saturday in November. Registered events will benefit from additional resources.

Neighborhood G.A.I.N. events:

- Generate support for, and participation in, local anti-crime programs.
- Strengthen neighborhood spirit and police-community partnerships.
- Heighten crime and drug prevention awareness.
- Promote getting to know your neighbors!

This guide has been developed to offer planning tips and suggestions and to ensure your event is a success!

**Questions?** Contact:

Goodyear Neighborhood Services: 623-882-7801

Goodyear Police Department Community Services Unit: 623-882-7463

**Be sure to register your event online at [goodyearaz.gov/gain](http://goodyearaz.gov/gain) so the city can assign resources such as visits from dignitaries, static equipment displays or demonstrations to enhance your event!**

# Planning a G.A.I.N. event is as easy as 1, 2, 3!

Goodyear G.A.I.N. events are always the first Saturday in November.

## Event Planning Overview



### 1. Make sure you have plenty of time and recruit help

Start planning your event well in advance to give yourself enough time to organize everything. For most GAIN events, 2 to 3 months in advance is ample time for planning.

*You're definitely going to want some help! See page 2 for tips on recruiting volunteers.*



### 2. Plan out the work – and delegate

You may want to establish a core planning group to organize the event, with additional volunteers to help out on event day. Be clear about how, when and what you are going to communicate with each other as a group.

*Many hands make for light work, but make sure you have a plan to follow and assign tasks so important items don't get overlooked. See page 3 for a handy list of common event planning tasks.*



### 3. Get ready to have fun!

In order to have fun, you'll need to ensure you have your venue, budget, event activities and health/safety issues covered.

*G.A.I.N. events are all about crime prevention and celebrating your neighborhood. We've provided some fun ideas for games and activities starting on page 9. Remember, the goal of your event is to get to know each other better, and as a result, keep your neighborhood safe.*



**IMPORTANT:** Your event will require a free city of Goodyear Special Event Permit if the event will:

- have more than 250 people,
- impact access to the property of others,
- feature fireworks, special effects, large open flames such as bonfires, the sale of alcohol, petting zoos and animal or mechanical amusement rides.
- be held in a location that is not zoned for the proposed gathering, use, event or activity.

*Feeling overwhelmed? **Don't!** G.A.I.N. events range in size and scope depending on the neighborhood and the organizer. What is important is building community and promoting police-community partnerships and neighborhood camaraderie to keep our neighborhoods safe. Whether it's an informal cookout in the neighborhood park or festival with contests and entertainment, the best way to prevent crime is to know your neighbors and your surroundings: all G.A.I.N. events help!*

## Recruit the Committee

### TIPS FOR RECRUITING VOLUNTEERS

Try to get more people involved by:

- establishing a regular meeting schedule and location;
- advertising planning meetings widely;
- thinking about the timing/location of your planning meetings and asking potential volunteers what suits them best;
- producing early publicity for the event (e.g. Save the Date) which also serves as an appeal for volunteers;
- putting together a list of jobs that can easily be handed over to new volunteers, even if they don't attend meetings;
- pinning a sign up sheet on a noticeboard or using social media, like NextDoor or a neighborhood Facebook group, and asking people to pledge a small amount of time on the day or contributions of food, raffle prizes, etc.



#### Discuss:

*Where will your event take place and when will the event start and finish? When identifying an event location, give some consideration to the availability of shade, tables and chairs, parking and/or wheelchair accessibility.*

*Who are you hoping to attract to the event — the whole neighborhood or just a select group of streets?*

*What do you want your event to achieve — do you want to promote specific public safety precautions such as a porch light or theft-prevention campaign or recruit members for your neighborhood watch?*

*How will you promote socialization and fun? Will there be a theme? Will there be activities for a range of different people?*

If you live in an HOA, include your property manager in the planning. They may have the expertise to take a major aspect of the event off of your hands and they can definitely help get the word out!

Make sure everyone knows what is going on. Reporting regularly to the other people organizing the event is not just politeness – it can stop an individual or an organizing committee from making costly mistakes.

On page 8 you will find theme ideas and food suggestions for your G.A.I.N. event.

Ways to start the discussion:  
We've provided an Ice Breaker activity idea on page 11.

**Goodyear G.A.I.N. events are always the first Saturday in November.**





## EVENT PLANNING CHECKLIST

### Plan out the work and delegate

Not all of these items may be necessary for your event.



July / August	<input type="checkbox"/>	<input type="checkbox"/> Decide on an event location and reserve the space, if necessary (Have a rain plan in place if the event is outdoors and be sure you've secured that, too!)
		<input type="checkbox"/> Design a site map of your event. Include power sources, water hook up, food, activity and stage locations, parking and volunteer and a general information booth
		<input type="checkbox"/> Decide on activities and an event schedule (e.g. theme, entertainment, speakers, displays, food, crafts, parade, photographer)
		<input type="checkbox"/> Establish a budget
August / September	<input type="checkbox"/>	<input type="checkbox"/> Register your event online at <a href="http://goodyearaz.gov/gain">goodyearaz.gov/gain</a> and submit a Special Event Permit application to the city of Goodyear (if needed)
		<input type="checkbox"/> Solicit sponsors and in-kind donations (Remember to request logos from corporate sponsors, if needed for printed materials)
		<input type="checkbox"/> Develop an advertising and publicity plan: include fliers/posters, Facebook pages and other promotions
October	<input type="checkbox"/>	<input type="checkbox"/> Plan for first aid, trash/recycling and restroom use
		<input type="checkbox"/> Prepare signage for event (e.g. directional signs, stage schedule)
		<input type="checkbox"/> Reserve vendors and rented or loaned equipment (e.g. tables, chairs, inflatables, public address system)
		<input type="checkbox"/> Schedule entertainment
		<input type="checkbox"/> Recruit and organize event day volunteers
		<input type="checkbox"/> Schedule pick up/delivery of any rented or loaned equipment
1 to 2 weeks before	<input type="checkbox"/>	<input type="checkbox"/> Distribute event fliers/posters
		<input type="checkbox"/> Confirm deliveries, volunteers, vendors
		<input type="checkbox"/> Write checks for payments to be made on event day
		<input type="checkbox"/> Prepare speaking notes for emcee
Event day	<input type="checkbox"/>	<input type="checkbox"/> Reserve parking for loading zone, VIPs, accessible parking
		<input type="checkbox"/> Set up equipment (e.g. activities, stage and sound equipment)
		<input type="checkbox"/> Decorate
		<input type="checkbox"/> Greet entertainers and vendors, assist with set up
		<input type="checkbox"/> Take lots of pictures
		<input type="checkbox"/> Take down decorations, clean up garbage, tear down stage and other equipment
		<input type="checkbox"/> Return supplies to source locations
		<input type="checkbox"/> Post photos for sharing
1 to 2 weeks after event	<input type="checkbox"/>	<input type="checkbox"/> Send thank you notes
		<input type="checkbox"/> Reconcile all invoices
		<input type="checkbox"/> Conduct a debrief meeting to evaluate the event and celebrate your success



**IMPORTANT:** Admission to a G.A.I.N. event should always be free. But there are many ways to raise funds to cover event expenses:

- Sponsorship or donation
- Raffle
- Sale of refreshments
- Charging vendors

A meeting agenda helps track progress. A sample is provided on page 4.





# MEETING AGENDA



Project Name: \_\_\_\_\_ Date: \_\_\_\_\_

## Project Updates:

Task	Owner	Due Date
1.		
		<input type="checkbox"/> On Target <input type="checkbox"/> At Risk <input type="checkbox"/> In Danger
2.		
		<input type="checkbox"/> On Target <input type="checkbox"/> At Risk <input type="checkbox"/> In Danger
3.		
		<input type="checkbox"/> On Target <input type="checkbox"/> At Risk <input type="checkbox"/> In Danger
4.		
		<input type="checkbox"/> On Target <input type="checkbox"/> At Risk <input type="checkbox"/> In Danger
5.		
		<input type="checkbox"/> On Target <input type="checkbox"/> At Risk <input type="checkbox"/> In Danger
6.		
		<input type="checkbox"/> On Target <input type="checkbox"/> At Risk <input type="checkbox"/> In Danger
7.		
		<input type="checkbox"/> On Target <input type="checkbox"/> At Risk <input type="checkbox"/> In Danger

## Next Steps:

Task	Owner	Due Date
1.		
2.		
3.		
4.		
5.		
6.		
7.		

## Next Meeting:

Date: \_\_\_\_\_ Time: \_\_\_\_\_ a.m. / p.m.

Location: \_\_\_\_\_



## Publicity

It is best to get publicity out early, even if this means that it can't include all the final details of the event. You might want to do one piece of publicity as early as possible, which includes the date of the event and basic information about it, and another closer to the time, which includes more detailed information.

Use social media. You could set up an event on Facebook and invite people to it. You could also use NextDoor.com to send out reminders about your event in the weeks and days running up to it. Post to your Home Owners Association web site or resident email distribution list.

Consider: posting fliers on neighborhood kiosks, going door-to-door and handing out invitations to Trick or Treaters.

See page 6 of this guide for an example of a G.A.I.N.- branded flier. An editable Word doc is available for download at [goodyearaz.gov/gain](http://goodyearaz.gov/gain).



**IMPORTANT:** Stay away from mailboxes! According to the US Postal Service, "No part of a mail receptacle may be used to deliver any matter not bearing postage, including items or matter placed upon, supported by, attached to, hung from, or inserted into a mail receptacle." It's considered tampering with a mailbox.

## Getting the most out of event day volunteers

- Schedule volunteers for 1-2 hours shifts, so they can enjoy the event too
- Communicate instructions to volunteers
- Host a volunteer information and training session
- Make volunteers visible (e.g. uniform, t-shirts, aprons or name tags)
- Set up a centralized volunteer check-in and respite area (stocked with water)
- Give volunteers support and encouragement, and make sure everyone gets a break
- Say thank you





# Join Your Neighbors at a G.A.I.N. Event

*Come out and meet your neighbors!*



**FREE Food  
Games for the Kids!  
Prize Drawings**

**Date:** Saturday, November 5

**Time:** 9:30 a.m. to 1:00 p.m.

**Location:** Loma Linda Park

Prizes donated by local businesses: a cookbook from Tres Rios Society, a coffee maker donated by Goodale True Value Hardware, gift certificates to 5 Guys Restaurant, Eggs & More Restaurant, Frys Grocery Stores, Macayos Restaurant, Rudy's BBQ Restaurant, Safeway Grocery Stores, a lamp from Gail's Furniture.

Meet City Council Members and Police Officers  
See Live K-9 Demos and get Block Watch Information





## Avoid unnecessary risk

Do what you can to avoid accidents and injuries at your event. It is useful to conduct a risk assessment to help make sure you have thought things through systematically.



**IMPORTANT:** Make sure your vendors have adequate insurance and required permits.

When you are planning activities, discuss within your group steps you can take to avoid people getting hurt.

It is useful to consider:

- Are there any hazards that you could remove or warn people about? (e.g. traffic, tripping hazards)
- Do the participants have any particular needs that would make them more likely to hurt themselves? (e.g. adequate seating, water, sunscreen)
- Is there anything about the activities you are running that could lead to someone becoming injured? Could you change the activity to reduce this risk, or give people information that will help them to keep themselves safer? (e.g. lifeguard, age restrictions)
- Do volunteers need any training? In general, it is important to think about whether you have any equipment that could be hazardous if not used correctly and put a process in place for ensuring it is used by a competent person.
- What will you do if there is an accident?



### Supply Box Items:

Batteries	Duct tape	Markers	Scissors
Binder clips (can be used as paper weights)	Extension cord	Masking tape	Scotch tape
Blank paper	Extra battery and charger for your mobile phone	Nametags	Sharpies
Bottled water	First aid kit	Notebook (lined) paper	Sign-in sheets/RSVP list
Camera	Flashlight	Pencils	Snacks
Cell phone	Hand sanitizer	Pens	Sunscreen
Chairs	Important phone numbers: contact list for vendors and volunteers	Power strip	Tums
Clorox pen		Registration table	White out
Disinfectant wipes		Rubber bands	



### What's In a First Aid Kit?

A good first aid kit should contain sterile bandages and gauze pads, absorbent compresses, antiseptic wipes, antibiotic ointment, hand sanitizer, hydrogen peroxide spray, rolled gauze bandage, adhesive tape, cotton balls, cotton swabs, disposable gloves, sterile eye wash, instant ice pack, tweezers, scissors and over-the-counter pain medications such as acetaminophen, ibuprofen and aspirin. It should have over-the-counter antihistamine and anti-diarrhea meds, a thermometer and a first aid manual.



## Resources and Ideas

Your G.A.I.N. event can be as simple or elaborate as you choose. The next few pages offer some ideas to inspire your creativity.

### Theme Ideas:

Alice in Wonderland	Election night	Medieval	Rockin' 50's
Barbeque	Fall	Moustache (No-shave November is a tradition to raise awareness of men's health issues)	Safari
Beach party	Fiesta	NBA/basketball	Safety
Black light/glow in the dark	Gratitude	NFL/football	Star-gazing
Camouflage	Groovy 60s	Patriotic (Veteran's Day is Nov. 11)	Tailgate
Casino	Group costumes	Picnic	Tea party
Construction zone	Hollywood	Pirate	Tie Dye
Cook-off	International	Red, white & blue	Totally 80s
Denim & Diamonds	Luau	Roaring 20s	Western
Disco 70s	Nautical		

### What to Eat:

Simple refreshments	Coffee and donuts	Hot dogs and brats	Popcorn
Bring your favorite snack	Cookie Exchange	Ice cream cones/make your own sundaes	Potluck
Bob for apples	Cotton Candy	Lemonade and cookies	Root beer floats
Brunch potluck	Dessert	Nacho bar	Snow cones
Caramel/candy apples	Fruit and cheese plates	Pancake breakfast	Taco bar
Chili cook-off	Hot chocolate and cookies	Pizza party	Wine & cheese



## Event Activity Ideas

### Activities to Get the Conversation Started:

*Come up with ideas to make your neighborhood a better, safer, friendlier place – share them with your HOA or apartment manager*

*Design a mixer or ice breaker (See page 11 for an example)*

*Discuss outdoor lighting in the area or ways to provide better safety*

*Display photos from past neighborhood events*

*Have sign-up sheets for neighborhood groups that are formed or wanting to form (play dates, book clubs, walking groups, fitness groups, etc.)*

*Neighbor trivia game w/prizes for right answers*

*Present awards: oldest resident, longest resident, newest resident, neighbor of the year, best yard*

*Share ideas and accomplishments on the block*  
*Share neighborhood history stories*  
*Skill swap*

*Talk about area crime concerns and keeping an eye on each other's houses*

*Welcome new neighbors*

### Activity Ideas for All Ages:

Art show

Bean bag toss

Book exchange

Build a milk carton boat for boat races

Cake walk

Car show

Card games

Dance

Photo contest (distribute disposable cameras or post to Facebook or Instagram)

Dunk tank

Funniest hat contest

Giant Jenga

Home or garden tour

Horseshoes

Hula hoop contest

Jail & Bail

Jump rope contest

Ladder Golf

Live Music

Movies

Music and DJ

Paint an old car with water colors

Parade

Photo Booth

Plant exchange

Prize drawings

Races: goldfish; cotton ball on a spoon

Recognize kids' accomplishments

Ring toss contest

Scavenger hunt

Self-defense demonstration

Silent movies

Sing-along/karaoke

Soccer

Storytelling (truth or fiction)

Street carnival

Street dance

Talent show

Volleyball

Water balloon toss contest

White elephant exchange





# Event Activity Ideas

## Activity Ideas for Youth:

3-legged race	Coloring contest	Frisbee competition	Roller blade
Bicycle parade/rodeo	Cookie decorating	Jump rope	Sack races
Board games	Dime/penny guess	Kiddie jump ("moon walk")	Treasure hunt
Bubbles	Duck pond	Magic show	Skits
Chalk art	Face painting	Make a banner or mural	Youth parade with a theme
Child ID Kits	Football, baseball, basketball, street hockey	Piñata	
Clowns		Pony rides	

## Activity Ideas to Make It Matter:

Beautify a common area	Nominate an individual for a crime prevention or neighborhood pride award	Sign all ages up for library cards
Collect e-mail addresses to communicate more with neighbors	Organize a neighbor run for charity	Start a tradition: have attendees sign a table cloth or banner and reuse it every year, continuing to collect signatures
Conduct a food drive	Plant fall vegetables or spring bulbs	Take a group photo
Cover graffiti	Plan a prayer walk to cover your neighborhood in prayer	
Help neighbors with yard work	Recruit additional Neighborhood Watch leaders and block captains	
Host a candidate forum for politicians running for office	Safety or resource fair	
Invite resident business owners to offer free consultations, samples or demonstrations		





# Ice Breaker Activity

## Getting to Know You:

Find someone who fits the descriptions listed in each of the questions below. Write their name to fill in the blank and have them initial after the appropriate description. (Don't just hand over the paper for them to sign their own name — making the effort to write their name will help you to learn it!) If you fill all the lines with a name, your sheet will be placed in a drawing for a prize.

Find someone who:

1. \_\_\_\_\_ is formerly or currently in the military.
2. \_\_\_\_\_ has lived in Goodyear for over 10 years.
3. \_\_\_\_\_ is having a birthday this month or next month.
4. \_\_\_\_\_ graduated from a high school in Goodyear.
5. \_\_\_\_\_ carpools or takes the bus to work.
6. \_\_\_\_\_ has three or more children.
7. \_\_\_\_\_ is wearing contact lenses.
8. \_\_\_\_\_ is a Cincinnati Reds fan.
9. \_\_\_\_\_ is a Cleveland Indians fan.
10. \_\_\_\_\_ walks or jogs for exercise on a regular basis.
11. \_\_\_\_\_ reads a newspaper every day.
12. \_\_\_\_\_ has a celebrity's autograph.
13. \_\_\_\_\_ enjoys gardening.
14. \_\_\_\_\_ was born in Arizona.
15. \_\_\_\_\_ enjoys decorating their home and yard for the holidays.
16. \_\_\_\_\_ knows the name of Goodyear's Mayor.
17. \_\_\_\_\_ is a grandparent.

Submitted by: \_\_\_\_\_

# Donation Letter



## How to solicit donated items:

Stop in and ask to speak to a manager. They're likely to ask you to submit your request in writing. Shown below is an example of a donation solicitation letter or better yet, you can download a handy Word doc template at [goodyearaz.gov/gain](http://goodyearaz.gov/gain) to help you come prepared! Take down the name and phone number of your new contact and follow up with them within an agreed upon timeframe.

Dear [INSERT NAME]:

I am writing to you on behalf of [INSERT COMMUNITY OR NEIGHBORHOOD WATCH NAME], located at [GIVE MAJOR INTERSECTION TO HELP ORIENT THE PROSPECTIVE DONOR]. We are currently planning our G.A.I.N. Event- Getting Arizonans Involved in Neighborhoods, for Saturday, November [#].

G.A.I.N. is a free community event designed to celebrate the success of crime prevention through community involvement. Our event will be at [INSERT EVENT LOCATION] and we anticipate [#] residents to attend.

We would like to invite [INSERT COMPANY NAME] to help us reward attendees by donating a door prize. [INSERT EXAMPLE OF DONATED ITEM YOU WANT, SUCH AS Gift cards] are always popular but any suitable product you could donate to us would be much appreciated.

If you are able to help, I would be happy to coordinate pick up of the donation and we will recognize [INSERT COMPANY NAME] [INSERT HOW YOU WILL RECOGNIZE EVENT SUPPORT: ON PRINTED MATERIALS? IN EVENT ANNOUNCEMENTS? ETC.].

If you require any more information, please do not hesitate to contact me at [INSERT EMAIL ADDRESS AND PHONE NUMBER].

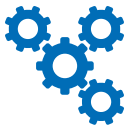
I look forward to your response. Thank you in advance!

Sincerely,

[SIGNATURE/INSERT NAME]

[INSERT TITLE IF APPLICABLE – G.A.I.N. organizer, Neighborhood Watch Leader, etc.]

[CONTACT PHONE NUMBER]



## LESSONS LEARNED

Project Name: \_\_\_\_\_ Date: \_\_\_\_\_



*What worked well:*


*What could be improved:*


*Based on what we learned, what will we do differently next year:*




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